# Project Deliverable

<table>
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<th>Project Number:</th>
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<tr>
<td>Project Acronym:</td>
<td>DYMASOS</td>
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<tr>
<td>Project Title:</td>
<td>Dynamic Management of Physically Coupled Systems of Systems</td>
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**Instrument:** Collaborative Project  
**Thematic Priority:** ICT

## Title

**D6.1 DYMASOS Communication Strategy and visual design**

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<th>Month 3</th>
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<td>Actual Delivery Date:</td>
<td>Month 3</td>
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| Start date of project:     | October, 1\(^{st}\) 2013 |
| Duration:                  | 36 months |

**Organization name of lead contractor for this deliverable:** inno TSD  
**Document version:** V1.0

**Dissemination level (Project co-funded by the European Commission within the Seventh Framework Programme):**

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Abstract:

One of the objectives of DYMASOS is to promote the scientific approach, progress and results of the project in the different relevant communities.

It is generally understood and agreed upon in the project consortium that effective internal and external communications are important for the success of the project and that dissemination activities are essential to keep project participants, the Industrial Advisory Board and other stakeholders informed of the progress of the project and of any disruptive developments.

They are also necessary to stimulate and gather feedback from interested groups and parties as well as to increase the international visibility of the project, in the process also highlighting the EU’s commitment to excellent research.

The purpose of the present communication strategy is to provide a formal framework for using and disseminating results throughout the DYMASOS project. The document describes how the consortium plans to utilise multiple dissemination/media channels and to employ general as well as specially targeted communication measures. This document also indicates the role and responsibilities of the partners and identifies the audience and the key messages that should be spread.

Keywords:


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Revision History

The following table describes the main changes done in the document since it was created.

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<td>Dagmar MARRON (inno)</td>
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<tr>
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<td>November 2013</td>
<td>Initial review and contribution</td>
<td>Bertrand COPIGNEAUX (inno)</td>
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<tr>
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<td>Olga KIEFFER (inno)</td>
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<tr>
<td>V0.4</td>
<td>December 2013</td>
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<td>Christian SONNTAG (TEX)</td>
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<td>V0.8</td>
<td>December 2013</td>
<td>Integration of comments in final version</td>
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The DYMASOS Project

The well-being of the citizens in Europe depends on the reliable and efficient functioning of large interconnected systems, such as electric power systems, air traffic control, railway systems, large industrial production plants, etc. Such large systems consist of many interacting components. The sub-systems are usually managed locally and independently, according to different policies and priorities. The dynamic interaction of the locally managed components gives rise to complex behaviour and can lead to large-scale disruptions as e.g. black-outs in the electric grid.

Large interconnected systems with partly autonomously acting sub-units are called systems of systems. DYMASOS addresses systems of systems where the elements of the overall system are coupled by flows of physical quantities, e.g. electric power, steam or hot water, etc.

Within the project, new methods for the distributed management of large physically connected systems with local management and global coordination will be developed.

The DYMASOS Consortium consists of:

<table>
<thead>
<tr>
<th>Participant no.</th>
<th>Participant organisation name</th>
<th>Participant short name</th>
<th>Country</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Technische Universität Dortmund</td>
<td>TUDO</td>
<td>Germany</td>
</tr>
<tr>
<td>2</td>
<td>BASF SE</td>
<td>BASF</td>
<td>Germany</td>
</tr>
<tr>
<td>3</td>
<td>HEP-Operator distribucijskog sustava d.o.o</td>
<td>HEP</td>
<td>Croatia</td>
</tr>
<tr>
<td>4</td>
<td>INEOS Köln GmbH</td>
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<tr>
<td>5</td>
<td>University of Seville</td>
<td>USE</td>
<td>Spain</td>
</tr>
<tr>
<td>6</td>
<td>University of Zagreb – Faculty of Electrical Engineering and Computing</td>
<td>UNIZG-FER</td>
<td>Croatia</td>
</tr>
<tr>
<td>7</td>
<td>ETH Zürich</td>
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<td>RWTH Aachen University</td>
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<td>Optimizacion Orientada a la Sostenibilidad SL</td>
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<td>12</td>
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<td>American Control Conference</td>
</tr>
<tr>
<td>CDC</td>
<td>Conference on Decision and Control</td>
</tr>
<tr>
<td>CS</td>
<td>Communication Strategy</td>
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<tr>
<td>EC</td>
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<td>ESCAPE</td>
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<tr>
<td>NL</td>
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<td>Personal Computer</td>
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<td>PDF</td>
<td>Portable Document Format (Adobe)</td>
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<tr>
<td>PMAPS</td>
<td>Probabilistic Methods Applied to Power Systems</td>
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<td>PSACC</td>
<td>Power Systems Computation Conference</td>
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1. Executive Summary

The communication and dissemination campaign represents one of the key pillars of the DYMASOS project: continuous internal and external information about results achieved is a transversal element that should be deployed throughout the whole project duration and that should cover all communities relevant for and possibly interested in the DYMASOS project, both in countries where the consortium partners are operating and on the worldwide level.

It shall make use of the EC FP7 projects communication best practices and follow the 6W approach: What, Why, When, how, Where and to Whom. The purpose of this deliverable is to provide a formal planning document for using and disseminating knowledge throughout the project. This document aims to go a step further than what was described in the DYMASOS technical annex (DoW) in terms of what should be done to assure effective communication about the project and its outcomes. The plan includes all required tools to be used by the DYMASOS project. It is a guide for the project partners on how to promote the project and maximise its impact by using the promotion tools and dissemination channels. This document also indicates the roles and responsibilities of the partners and identifies the audience and the key messages that should be spread.

The objective of the dissemination activities is twofold:

- To promote the scientific approach, progress, and results of the project in the relevant communities
- To maximise the impact of the findings stemming from DYMASOS case studies

Responsibilities

The DYMASOS Work Package 6 (WP6) defines the plans, the roles, and the responsibilities of the partners for the project branding, awareness raising and dissemination activities. The communication and dissemination campaign will last during the whole project life cycle.

As for the responsibilities of the partners, inno leads the work package and is in charge of the implementation of the communication campaign, including the creation of a visual identity, publicity and promotion material, and set up and regular update of the project website.

All other project partners will be involved in the communication and dissemination activities.

Target Audiences and Specific Needs

The Dissemination Plan identifies the following communities as target audience for DYMASOS:

- **Research communities**: From control & systems, advanced computing, simulation tools and advanced network and communication technologies, several research communities are interested in development of SoS and in the research activities of DYMASOS.
- **Industrial end-users developing and operating physically coupled systems of systems**: This audience group is interested in getting feedback on the usability of the DYMASOS research results and their further commercialisation.
- **General public**: The need for this audience group is to raise awareness for the importance of SoS and their proper management, to create an understanding of the benefits of SoS technologies at economic and social levels.

Promotion and Publicity Tools

The communication of the project will be unified along a common visual entity. A coherent visual chart (colours, fonts, designs) will be derived from the project logo and provided in several shapes and formats (document templates etc.). This visual identity will be used extensively throughout the project, creating a distinguishable brand that will be recognized in the SoS and application domain communities.
A variety of promotion and publicity tools will be used to achieve the objectives of the project. Each communication opportunity will adjust the tools and messages to the targeted audience (along the 6W strategy). Project partners will use diverse promotion channels, such as the project web site, press and media articles, newsletters, Powerpoint presentations, flyers and posters. All the publicity material will follow the DYMASOS branding, defined at the start of the project.

It was decided to act on the following points:

- Set-up and update the project web site
- Contribute to 4 e-newsletters of projects funded under the same SoS topic (to be prepared by the CPSoS project)
- Network with other SoS cluster projects (CPSoS, AMADEOS, LOCAL4GLOBAL)
- Ensure social media presence
- Publish press releases at least twice during the project duration
- Participate in major events and conferences of interest to the project
- Produce and disseminate scientific publications

Partners, Industrial Advisory Board and industrial stakeholders are also asked to use their network for communication about the DYMASOS project.

**Events**

Besides the publicity material, an important way to disseminate information about the DYMASOS objectives and findings will be through events. The project partners will participate and present DYMASOS at multiple conferences and events of interest.

Anyone participating in an event and communicating information concerning DYMASOS or results obtained within DYMASOS, either directly or indirectly, should inform the Project Coordinator (Sebastian.Engell@bci-tu-dortmund.de) with cc to inno TSD (dymasos@inno-group.com) of the details of the event and the targeted audience. A template for providing this information (the DYMASOS communication form) is annexed to the present document.

A first list of the major conferences and events of interest has been drafted and shall be regularly updated as part of the WP6 activities.

**Reporting**

The main deliverables linked to this CS are

- The initial dissemination report, including initial dissemination of foreground knowledge (D6.5, due in Month 8)
- The first report on progress on dissemination plans, including public summary of exploitation activities (D6.7, due in Month 18)
- The final report on progress on dissemination plan, including public summary of exploitation activities (D6.9, due in Month 36)

These reports will be based on the inputs from project partners and activities of the Industrial Advisory Board (IAB) during the project lifetime. The evaluation of dissemination activities performed will be based on a number of factors: Web site use and frequentation, impact of press releases, social media activity, scientific publications and dissemination, activities of the Industrial Advisory Board and networking with other relevant initiatives. Based on the results, a correction of the Communication Strategy may be proposed.

Some of the CS’s most important activities (website, press releases) need special deliverables to be prepared separately, according to the DoW.
2. Introduction and Overall Strategy

DYMASOS will develop new methods for the distributed management of large physically connected systems with distributed autonomous management and global coordination. The research will be driven by case studies in electrical grid management and control, including the charging of electric vehicles, and industrial production management.

The purpose of the present document is to provide a formal planning for using and disseminating knowledge throughout the project. It is intended essentially for the project partners. However, the dissemination level of the document being public, the DYMASOS communication strategy is open for SoS community members who can provide their free comments and suggestions.

The communication strategy of the project will follow a 6W approach to ensure that every communication opportunity is adequately exploited by the project. The 6W strategy aims to identify clearly:

- **Why disseminate**: For an efficient communication, the first point to be identified is the objectives of the communication.
- **To Whom**: Different communication objectives will have to target different audiences, these different audiences have to be defined.
- **Disseminate What**: Different audiences have different interests and needs and will need to be addressed with different messages.
- **Disseminate hoW**: Different audiences have to be addressed through different channels. To be efficient, the communication has also to be coordinated and monitored.
- **Disseminate Where**: To fully reach its objectives, the project has to disseminate to a broad audience all over Europe and beyond.
- **Disseminate When**: The project communication must both run throughout the duration of the project, with long lasting and scheduled actions and take advantage of opportunities that arise.

This document starts by identifying the dissemination and communication objectives of the DYMASOS project, answering to the *Why* disseminate question in section 3. To efficiently implement this strategy, the document starts to answer the *hoW* question and defines the activities that will coordinate and monitor the project communication in section 4.

The communication plans defines the targeted audiences and associated messages in section 5, answering to the *To Whom* and *What* questions. Based on the targeted audience, the communication and promotion tools have been defined in section 6, further answering the *What* and *hoW* to disseminate questions. This is completed in section 7 by the definition of the scheduled and opportunistic communication strategy, listing the events, press releases and networking activities of the project, answering to the *Where* and *When* to disseminate questions.

Finally, the project provides a first overview of the DYMASOS results exploitation plan in section 8.
3. Objectives and Expected Outcomes

In order to produce a coherent and efficient communication strategy, the first point to be identified is Why we should communicate: what are the communication objectives of the project?

The WP6 description in the DoW states the plans, the roles and responsibility of the partners for the project branding, awareness raising and dissemination activities. The objectives of the DYMASOS communication strategy are clearly nominated in Work Package 6 (WP6):

- To raise awareness about the project
- To promote the project work
- To support the project work by obtaining feedback and new input
- To ensure a maximum impact of the project results and findings in relevant communities

The following picture presents a high-level overview of the communication strategy of the project:

As illustrated, the communication strategy responds to 3 main objectives:

- **Scientific dissemination**: DYMASOS is a research project, and the dissemination of scientific results is a key component of the scientific research process. The quality of a research activity is judged by its ability to reach a large community and to convince its peers of the excellence of its work. Furthermore, reaching a large audience reinforces the quality of the research by enabling independent peers to formulate questions and identify opportunities for improvements. Thus a first, natural objective of any research project is to disseminate its research results to the relevant scientific communities.

- **Exploitation opportunities**: DYMASOS researchers are driven by industrial interests and use cases. The planned outcomes of the project have direct exploitation benefits for industrial operators of complex interconnected systems of systems through the innovation in distributed management methods. The project plans to demonstrate advanced methods in realistic large-scale simulations of real use cases of systems of systems. The modelling, simulation and analysis tools also have a high potential for the exploitation of the tools and models developed in the project. To achieve these exploitation opportunities, it is essential
for the project to communicate adequately with the interested stakeholders (especially the industrial communities). This will ensure that the results of the project are connected to real use cases and needs.

- **Promotion of the impact of the project:** The DYMASOS research has a high potential for economical and societal impact that is strongly relevant to Europe’s objective of a Smart, Sustainable and Inclusive society. Improvements in the management of systems of systems are expected to lead to a significant reduction of the carbon footprint and of the resource consumption of industry and of electric power generation and distribution, including charging of electric vehicles. These impacts are of foremost importance in a world facing both global warming and an end of economically and environmentally affordable fossil fuels. It is therefore a key responsibility for the DYMASOS project to adequately, promote its research activity, and the support received from the European Commission, to a more general public who will eventually benefit from these outcomes.

With respect to the objectives, the information and awareness-raising campaign will last during the whole project life cycle. It will start with the elaboration of the project branding, materials and tools for dissemination: the DYMASOS visual design (part of this Deliverable D6.1) and the DYMASOS web site (D6.2). As soon as the promotion materials and tools are finalised, the dissemination activities will be brought to a higher level. An number of important dissemination activities are planned (contribution to 4 newsletters, press releases, scientific publications, participation in events...).

In order for the project to be successful, it is vital that the results achieved, the methodology developed and the studies carried out by the DYMASOS partners are promoted in the communities that are relevant for the project, reaching Research Communities and Industrial End-users but also the General Public.

The communication approach we propose shall reflect and amplify interdisciplinary collaboration on new methods for the distributed management of large systems. Therefore, the expected outcomes are as follows:

- Constructive dialogue with relevant research communities and industrial stakeholders, namely on technology gaps in advanced management and coordination methods for SoS, has taken place
- Target audiences have been informed on innovation in distributed management methods for complex interconnected systems of systems
- Progress in methods for the design, analysis and validation of SoS has been disseminated
- Advanced methods have been demonstrated in realistic large-scale simulations of real use cases of systems of systems
4. Coordination and Implementation of Dissemination Activities

To achieve the communication objectives defined above in section 3, a concrete plan for coordinating and implementing the defined strategy is presented below. This section answers to the “how to disseminate” question.

In order to ensure and to cross check the performance of the dissemination activities against the strategic goals, it is necessary to nominate the responsible partners, to follow up the implementations of activities and to control the process. At the content level, key messages for each target group should be clearly drawn, informational vectors defined and events planning developed.

4.1. Partners’ Responsibilities

Partners have agreed on the roles concerning the DYMASOS awareness raising and dissemination activities.

- The work package 6 is led by inno who is also in charge of designing and implementing the communication strategy, the branding and designs as well as publicity and promotion material
- inno is also coordinating the set up of the Industrial Advisory Board
- TUDO is responsible for networking and liaison with other projects
- TEX is in charge of Exploitation and IPR Management The other consortium partners will contribute and actively support those task leaders

The partners involved will work closely with inno in order to provide input to all the dissemination activities, therefore playing an important role in disseminating information.

Using the promotional material produced at the very beginning of the project, all partners are in charge of disseminating the project locally in their countries – but also on a worldwide level - via their networks.

4.2. Tools for the Coordination of Dissemination Activities

In order to ensure that the communication strategy stays up to date, an internal control process will be put in place. Its main elements are listed below. All partners have to report on their activities and opportunities. inno, as WP6 responsible will check regularly the progress and, if needed, adjust the planning. TUDO will supervise all activities and provide strategic direction when needed.

The communication plan will be regularly maintained with the consortium partners, indicating:

- Actions
- Person in charge
- Channel to be used
- Purpose of the action
- Content to be conveyed
- Targeted audience
- Etc.

This planning will be updated on a quarterly basis. The calendar on the project internal web portal (Alfresco) will be a supporting tool for following the communication activities.

In addition, WP6 activities will be discussed during consortium plenary meetings, and conference calls will be set up in between the physical meetings of DYMASOS partners which will also provide a platform to discuss any relevant issues.
4.3. Monitoring of Plan Implementation and Communication Results

To efficiently adjust the communication activities of the project, the following metrics will be used by the project:

- **Website traffic:**
  - Number of visitors and views on the project website
  - Most viewed website pages
  - Search terms and search engines leading to the website
  - Referrers leading to the website
  - Downloads of the newsletter
  - Downloads of the deliverables

- **Press releases:**
  - Number of articles following press releases

- **Events:**
  - Number of events attended by the project

- **Social media:**
  - Size of the online communities
5. Targeted Audiences and Relevant Messages

As presented in section 3, the dissemination strategy of the project answers to different needs and objectives, and therefore different audiences will be targeted. It is essential that different communities are addressed with messages and tools adapted to their interests and uses. This section answers to the “to Whom to disseminate” and “What to disseminate” questions.

Disseminating knowledge and results is a crucial part of DYMASOS, as in order to have an impact on ongoing and future initiatives and activities in the SoS domain, it is important to raise awareness about the outcomes of the project and attract interest from relevant Research Communities and Industrial End-users worldwide.

The Dissemination Plan identifies the following communities as target audience for DYMASOS:

- **Research communities**: From control & systems, advanced computing, simulation tools or advanced network and communication technologies, several research communities are interested in development of SoS and in the research activities of DYMASOS.
- **Industrial end-users developing and operating physically coupled systems of systems**: This audience group is interested in getting feedback on the usability of the DYMASOS research results and their further commercialisation.
- **General public**: The need for this audience group is to raise awareness for the importance of SoS and their proper management; to create an understanding of the benefits of SoS technologies at economic and social levels.

Table 1 below presents the tools and messages most relevant for the different targeted audiences.

It is expected that during the first months of the project, the partners will focus on disseminating the general information and the main aim of the project through a first press release (to be prepared by inno) and when participating in events and conferences of interest. The key messages to highlight in these first dissemination activities include:

- What the project is about and what is its expected impact?
- What are the project objectives?
- Who is involved in the project?
- What results are planned?

The messages listed above should be addressed through all promotional channels, as the DYMASOS web site, brochures, leaflet, etc. For detailed information about these publication channels, please see the following chapters.

Other messages that will also be relevant and create communication opportunities as the project develops are:

- Deliverables available for the public
- Milestones achieved
### Table 1 - Targeted audiences, associated tools and messages

<table>
<thead>
<tr>
<th>Target Audiences</th>
<th>Communication Tools</th>
<th>Key Messages</th>
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<tr>
<td></td>
<td>Web Portal</td>
<td>Project scientific excellence and accomplishments:</td>
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<tr>
<td></td>
<td></td>
<td>- Innovation in distributed management methods for complex interconnected systems of systems</td>
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<td>- Progress in methods for the rigorous analysis and validation of systems of systems</td>
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<td>- Identification of technology gaps in advanced management and coordination methods for SoS and their implementation</td>
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<td>Research communities</td>
<td>XX</td>
<td>Potential improvements and gains to be made in industrial processes by applying the results of the project:</td>
</tr>
<tr>
<td></td>
<td>XX</td>
<td>- Innovation in distributed management methods for complex interconnected systems of systems</td>
</tr>
<tr>
<td></td>
<td>XX</td>
<td>- Reduction the resource consumption of industry and of electric power generation and distribution, including charging of electric vehicles</td>
</tr>
<tr>
<td>Industrial end-users</td>
<td>XX</td>
<td>Importance of Systems of Systems research and potential impact for Europe’s citizens:</td>
</tr>
<tr>
<td></td>
<td>XX</td>
<td>- Reduction of the carbon footprint and of the resource consumption of industry and of electric power generation and distribution, including charging of electric vehicles</td>
</tr>
<tr>
<td>General public</td>
<td>XXX</td>
<td></td>
</tr>
</tbody>
</table>

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6. DYMASOS Communication and Promotion Tools

As presented above in section 5, different target audience have different uses and interests and must therefore be addressed by a complementary set of tools. This section present the tools set-up for the project communication and further answers to the “how to disseminate” and “What to disseminate” questions.

Publications produced by DYMASOS will aim to consolidate information about goals, activities and results of the project and incite the relevant communities to provide feedback, communicate their requirements and adapt their activities.

Some publicity tools are generated during the first six months of the project. Most of this work is focused on the creation of media which will be maintained and used throughout the project as vehicles to disseminate information about the project and its achievements.

The main publicity tools will be:

- The DYMASOS web site
- Contributions to 4 newsletters
- Scientific publications
- Participation in major events and conferences of interest (see chapter 7 for detailed information)

6.1. DYMASOS Branding

During the first three months of the project, the DYMASOS branding will be defined in order to make the project easily recognisable. It shall represent the stable visual element for project presentation and promotion.

The branding pack prepared by inno and to be used by the project partners includes:

6.1.1. Project logo and visual identity

The project logo has been designed by a professional designer based on proposals from the partners of the consortium and has been agreed on by the partners. The logo has been designed to be easily recognisable and to be meaningful to technical people, letting the technical concept of the project shine through.

![Figure 2 - DYMASOS logo](image)

Different versions of the DYMASOS logo have been produced, adapted to different backgrounds and displays (screen, print, black and white). The logo is available both in pixel and vector formats, and also available for the partners’ use via the project shared platform.
6.1.2. Graphical templates
A set of graphical templates will be designed in order to ensure a professional level of quality in terms of design and presentation in all the project documents and communications.

6.1.3. Other branding elements
Based on the project logo other project’ branding elements will be developed, including:

- Flyers
- Roll-up
- Posters
- Project banner (for event participation)

6.2. DYMASOS Website
The first version of the DYMASOS website will be available before the end of Month 3 and will be finalised before the end of Month 6 (Deliverable D6.2 “DYMASOS web site”, due Month 6).
The DYMASOS website represents the first vehicle in raising awareness of the project and contains a general presentation of the project objectives and the consortium as well as all public information related to the project activities, results, events etc. It follows the DYMASOS branding and plays an important role in the information campaign. It will be updated all along the project lifetime with the latest results and findings (at least once per month) as regular updating of the web site information are a necessary condition of its effective functioning.

Promotion of the DYMASOS project will also be done through other relevant web portals in order to create synergy effects.

The project website targets all of the targeted audiences of the project (research communities, industrial end-users, and general public). It will present a general introduction to the project and its potential impact even for an unfamiliar audience. More advanced users will find regular news of the project and access to the publications, deliverables and events.

The Website is being designed using responsive web technologies to enable optimum visualization independently of the targeted device (PC, tablet, and mobile).

As presented in section 4.3, the project will set up metrics to monitor the project website traffic and the origin and interest of the website audience.

6.3. DYMASOS Leaflet

A DYMASOS leaflet will be compiled around Month 6 and will be used to present the project, its goals and the consortium. The project leaflet shall reflect the ideas and planned activities of the project in a first time and might be updated with information about major outcomes and results in a second step.

It shall serve as a calling card for presentation to influential readers – ICT experts, national and local authorities, stakeholders, media representatives, etc.

Produced early in the lifetime of a project, a leaflet:

- Explains the background for undertaking the initiative
- Indicates the targeted results
- Provides an overview of the consortium and contacts: names, e-mail details, websites

6.4. DYMASOS Project Presentation

Following the DYMASOS branding, a generic DYMASOS presentation will be developed to be used for awareness-raising and information at events and via the partner’s networks. It can be used by all persons involved in the project to disseminate the project objectives, its status and the expected results. It can be easily adapted by partners for specific audiences and updated with new information. It will first detail the structure of the project in terms of objectives, main results that the project aims to achieve and the tools the project will use.

The presentation aims at attracting the interest of relevant communities and stakeholders etc.
6.5. Newsletters

The DYMASOS project team will contribute to the newsletters of the SoS cluster produced by the CPSoS project. They shall be sent out in order to raise awareness and disseminate information about the project. inno will supervise the edition process for DYMASOS.

Contribution to these newsletters will present the DYMASOS project’s key objectives, activities’ progress and main outcomes. The newsletters will be also be made available on the project web portal as downloadable PDF files.

6.5.1. The concept of the newsletter adopted by CPSoS

A regular newsletter is a key tool to inform relevant target audiences about the evolution of a project. News items will be issued regularly in order to report about DYMASOS deliverables, events where DYMASOS will be (or was) presented, important findings, etc.

The concept is to:

- Provide a flexible structure with short key messages in the first 1-2 pages, with internet-type links to the more detailed information
- Use a pdf format which allows to place the NL on the project website as downloadable pdf files and also for direct mailing
- Ensure a professional level of quality in terms of design (project branding for the newsletter in addition to the project logo will be developed)
- Make sure the project partners shall be involved in the content development

6.5.2. Newsletter process development and contributions from project partners

Newsletter development stages are as follows:

- A first short draft of a contribution to the newsletter with the proposed topics and ideas (with requested inputs from the partners in bullets prepared by the lead partner) is sent to all project partners for their comments and suggestions.
- A reworked and edited (according to the comments), more detailed version of the contribution to the NL with the request to deliver some specific information is sent to all project partners.
- A final version of the contributions to the newsletter is prepared after proofreading and editing and is delivered to a professional designer to create the pdf versions.

Newsletters require a distribution capacity through an appropriate e-mail distribution list (see below).

The main channels of Newsletter distribution are:

- Project website - as downloadable PDF files
- Direct mailing to the DYMASOS expert database (competence platform)
- Paper copies of the newsletters could be used as handouts during project awareness raising events

6.5.3. E-mailing list

An extended database is a key element of any information campaign. The DYMASOS database will be elaborated with the inputs of all partners, and will be used additionally to the own e-mail list of DYMASOS partners. The database will target ICT and Systems of Systems researchers and specialists as well as industrial end users operating large scale systems of systems.

The e-mailing list is strongly connected with the competence platform database and can be handled in a very flexible way (example: distinction of distribution based on country of origin or topics of interests). But
in an early stage of the project, the e-mailing list could be considered as a database of specialists and organisations for the newsletters distribution and other project materials dissemination.

Project partners are requested to use their own networks, databases of their local partners, and Internet search to contribute to forwarding the project e-mailing lists.

6.6. Social Media Communication Strategy

Social media can be a strong tool to disseminate the project results and engage in communication with the community. However, social media makes sense only if there is a community commitment and if the targeted media are carefully chosen. As presented in section 4.3, the project will follow the evolutions of the number of participants active in the online communities.

Two social media communities will be targeted by the DYMASOS project:

- A project\(^1\) has been created on the ResearchGate website. This project will be used as an internal collaboration tool but also as a vector for disseminating the research interests and topics of interests of the project to a wider community. The project research partners, already involved in the ResearchGate community, will use this network to disseminate the research results of the project, especially the scientific publications.

![Figure 5 - DYMASOS project on ResearchGate](https://www.researchgate.net/project/DYMASOS2)

- A LinkedIn open group\(^2\) has been created. The project will use this group to disseminate the project research news, results, potential exploitation opportunities and impact to a large community of both researchers and industrials. Additional publications on LinkedIn groups related to Systems of Systems by the project partners will further contribute to the visibility of the project.

![Figure 6 - DYMASOS project on LinkedIn](http://www.linkedin.com/groups/DYMASOS-7428090?home=&gid=7428090&trk=anet_ug_hm)

\(^1\) [https://www.researchgate.net/project/DYMASOS2/](https://www.researchgate.net/project/DYMASOS2/)

6.7. Publication Repository

In order to promote the scientific advances by the project, a complete publication repository shall be maintained on the project internal web portal (Alfresco, with restricted access) and on the project website. It will contain:

- Conference papers
- Presentations
- Journal Papers
- Patents
- etc.

DYMASOS partners are expected to inform the WP6 leader on publications (submitted and accepted); the WP6 leader will remind regularly to report new publications, and update the record.

**IMPORTANT NOTE:**

Despite the public funding of the project, and the commitment of the DYMASOS partners to the concepts of Open Science, it might not be possible to make all the project scientific papers publicly available within the project time frame. The scientific excellence target of the project will lead some of the publication to be made in journals and conferences that have not yet embraced an Open Science policy and that restrict the dissemination of the project results. In case where, for such copyright reasons, open access is not available the project will publish:

- The abstract of the paper
- The list of authors
- A link to the papers on the publisher website
- When relevant, “early draft” versions of the paper will also be available on open science repositories (such as arXiv\(^3\))

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http://arxiv.org/

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7. Scheduled and Opportunistic Communication

In addition to the activities running through the whole lifetime of the project, scheduled and opportunistic communication will be done. One main vector of the knowledge dissemination will be the participation in major events and conferences of interest for DYMASOS partners. This section answers to the Where to disseminate and When to disseminate questions.

In order to ensure regular communication throughout the project lifetime, scheduled and opportunistic communication will be done.

Regularly scheduled communication:

- Press releases (at least twice during the project duration)
- Contribution to the newsletters of other SoS related projects

Opportunistic communication:

- Participation in conferences and other events of interest for the partners
- Scientific publications in specialised journals and newspapers

The calendar on the internal project web portal (Alfresco) will support regular planning updates as well as internal exchange and will be used to monitor opportunities for communication. Scientific publication opportunities shall be monitored by the academic partners to ensure a maximum impact of the project.

7.1. Press Releases and Articles in Specialized Journals and Newspapers

Most of the partners involved in DYMASOS have an extensive experience of working with specialized journals and newspapers and have used mass media to promote past or ongoing projects. Therefore, they will be expected to utilise the media contacts they already have, and if they do not have any, to build a media contact list to target with news about DYMASOS.

DYMASOS partners are also encouraged to create publicity about the project at local level, providing messages in line with the overall messages of the project.

Partners will also try to attract journalists to participate in project events, and they will analyse the possibility of carrying out of press conferences or/and interviews during the project events. In this case, it is desirable to produce a special press release or to use other project promotional materials such as project leaflets/fact sheets/success stories.

Partners are also requested to keep track of all publicity created at the local level (according to the template below) and to inform about all coverage.

- Name of (online or traditional) magazine/newspaper/web site/portal
- Country
- Title of publication
- Date of the publication
- Text of publication (copy from original publication)

IMPORTANT NOTE:

The EU cannot be responsible under any circumstances for the content of communication items prepared by project partners. All items must therefore include the following disclaimer in their publication:

“This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of <name of the author/beneficiary/implementing partner> of the DYMASOS project and can in no way be taken to reflect the views of the European Union.”
7.2. Project Presentations During Relevant Events

An important way to make the project known is to ensure that DYMASOS is presented at events where possible target audiences attend.

The project shall actively be presented by the partners at major events and conferences. A first list of conferences and events of interest has been drafted as follows:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>EEM - International Conference on the European Energy Market</td>
<td>2014</td>
</tr>
<tr>
<td>IEEE Conference on Decision and Control (CDC)</td>
<td>2014</td>
</tr>
<tr>
<td>IEEE EnergyCon - International Energy Conference and Exhibition</td>
<td>2014</td>
</tr>
<tr>
<td>IEEE SoSE - Annual International Conference on System of Systems Engineering</td>
<td>2014</td>
</tr>
<tr>
<td>PMAPS - International Conference on Probabilistic Methods Applied to Power Systems</td>
<td>2014</td>
</tr>
<tr>
<td>PSCC - Power Systems Computation Conference</td>
<td>2014</td>
</tr>
<tr>
<td>ACC – American Control Conference</td>
<td>2015</td>
</tr>
<tr>
<td>ADCHEM – IFAC Symposium on Advanced Process Control</td>
<td>2015</td>
</tr>
<tr>
<td>Automatisierungskongress/ Automation (German Automation Conference)</td>
<td>2015</td>
</tr>
<tr>
<td>EEM - International Conference on the European Energy Market</td>
<td>2015</td>
</tr>
<tr>
<td>ESCAPE - European Symposium on Computer-aided Process Engineering</td>
<td>2015</td>
</tr>
<tr>
<td>ETFA Emerging Technologies &amp; Factory Automation Conference</td>
<td>2015</td>
</tr>
<tr>
<td>European Control Conference</td>
<td>2015</td>
</tr>
<tr>
<td>IECON Annual conference of the IEEE Industrial Electronics Society</td>
<td>2015</td>
</tr>
<tr>
<td>IEEE Conference on Decision and Control (CDC)</td>
<td>2015</td>
</tr>
<tr>
<td>IEEE Multi-conference on Systems and Control</td>
<td>2015</td>
</tr>
<tr>
<td>IEEE SoSE - Annual International Conference on System of Systems Engineering</td>
<td>2015</td>
</tr>
<tr>
<td>International Modelica Conference</td>
<td>2015</td>
</tr>
<tr>
<td>Namur-Hauptsitzung (German process automation gathering)</td>
<td>2015</td>
</tr>
<tr>
<td>Process Systems Engineering Symposium</td>
<td>2015</td>
</tr>
<tr>
<td>Automatisierungskongress/ Automation (German Automation Conference)</td>
<td>2016</td>
</tr>
<tr>
<td>Bulk Power System Dynamics and Control Symposium</td>
<td>2016</td>
</tr>
<tr>
<td>DYCOPS – IFAC Symposium on Dynamics and Control of Processing Systems</td>
<td>2016</td>
</tr>
<tr>
<td>Event</td>
<td>Year</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>European Control Conference</td>
<td>2016</td>
</tr>
<tr>
<td>EUROSIM - Congress on Modelling and Simulation</td>
<td>2016</td>
</tr>
<tr>
<td>IECON Annual conference of the IEEE Industrial Electronics Society</td>
<td>2016</td>
</tr>
<tr>
<td>IEEE Conference on Decision and Control (CDC)</td>
<td>2016</td>
</tr>
<tr>
<td>IEEE Multi-conference on Systems and Control</td>
<td>2016</td>
</tr>
<tr>
<td>Engineering</td>
<td></td>
</tr>
<tr>
<td>International Modelica Conference</td>
<td>2016</td>
</tr>
<tr>
<td>Namur-Hauptsitzung</td>
<td>2016</td>
</tr>
<tr>
<td>PMAPS - International Conference on Probabilistic Methods Applied to</td>
<td>2016</td>
</tr>
<tr>
<td>Power Systems</td>
<td></td>
</tr>
</tbody>
</table>

Table 2 - Targeted events and conferences

This list shall be regularly updated. It will be necessary to continuously monitor and identity dissemination opportunities, to set the criteria for participation in these events and to decide which events should be supported and which communication/dissemination tools should be used.

The goal will be to inform stakeholders about the objectives of the project, its achievements and available outcomes. DYMASOS partners will make sure to distribute publicity material at those events and, where possible, to make presentations.

All partners will keep track of the events they attend, and a complete list will be reported in the final awareness-raising and dissemination report. Lists of the events that are planned to be attended in the next 12 months are reported in the table above. It is important to notice that the list is neither exhaustive nor mandatory.

IMPORTANT NOTE:

All the partners should prepare the list of upcoming national events in the next 12 months where they plan to participate with relation to DYMASOS dissemination (with or without partial funding of DYMASOS) and report it to the WP6 leader and project coordinator.

In addition, all participation in an event must be reported by the project partners using the form provided in Annex A. The reporting must include:

- Country, location
- Name and dates of the event
- Event programme
- The list of attendees from DYMASOS
- DYMASOS partner participation (short report – 0,5 page maximum – the type of participation, project promotion - e.g. project presentation, banner, project material distribution, interview with mass-media, personal contacts established for further collaboration under the project, etc.)
7.3. Networking with Relevant Communities

In order to increase the efficiency of the project, the activities pursued by DYMASOS need to be synchronised with relevant external initiatives and to be confronted with different stakeholder’s views.

7.3.1. Systems of Systems research cluster

The project gathers different approaches (population control, market-based management, coalition forming) and plans to apply novel ideas to SoS.

To obtain feedback and to ensure the liaison between the different communities active in systems of systems, a set of relevant external initiatives shall be created.

The focus will be put on networking with the other projects funded under the same call topic (ICT Call 10 on SOS):

- AMADEOS
- CPSoS
- Local4Global

Planned activities are:

- Organisation of cluster review meetings
- Joint newsletter, prepared and sent by the CPSoS project to which DYMASOS will contribute

The different scientific communities addressing systems of systems will be monitored to identify other relevant external initiatives. Actions to be taken shall be determined for each identified initiative and contact points shall be established to track their activities.

Regular contacts to these projects and activities shall be maintained, and networking opportunities shall be organised to ensure smooth communication.

7.3.2. Industrial Advisory Board

The DYMASOS project has set up an Industrial Advisory Board. Members of this group are the industrial partners and 5 to 7 stakeholders - end users from major relevant industries who will advise the project partners with respect to promising research directions and promising dissemination activities from both, the industrial and the technological points of view, provide comments and suggestion on possible impact and exploitation. ENEL, a major electrical producer and distributor in Southern Europe, and HONEYWELL Prague Labs agreed already to support the project.

The external members of IAB will be involved as “active observers” in the project activities, and they will provide suggestions for the definition of requirements in the different application areas and give feedback on the future take-up of the results in industry. The IAB will meet three times during the lifetime of the project; the last meeting will be integrated into a public workshop on the results of the project.
8. DYMASOS Results Exploitation

To guarantee the transfer of project results beyond its life, an exploitation strategy will be developed by May 2014 separately from the present dissemination strategy (D6.4 Initial exploitation plan) and carried out in the second project period in a close relation with the dissemination activities. The following section gives an overview of the first exploitation activities.

The initial plan for results exploitation has been discussed at DYMASOS kick-off meeting and will enclose the following themes:

- **Common exploitation strategy**
  - Commercial exploitation opportunities and plans
  - Scientific exploitation opportunities and plans
  - Strategic exploitation opportunities and plans

- **Individual exploitation strategies**
  - Scientific exploitation and academia-industry knowledge transfer
    - Responsible: TUDO, USE, UNIZG-FER, ETH, RWTH
  - Internal commercial exploitation
    - BASF, HEP, INEOS, AYESA
  - Pre-commercial exploitation (e.g. planning of industry-transfer projects, standardization, etc.)
    - Responsible: inno, IDENER, RWTH, TEX

The final exploitation report will incorporate all results and recommendations from the case studies and dissemination reports.

DYMASOS defined the exploitable technical project results as follow:

- **SoS engineering tools**: Developed with industrial applicability in mind (industrially relevant modeling language, standardized interfaces, open-source approach)
  - Ready for broad use at the end of the project

- **Coordination methods**: Prototype solutions for industrial case studies, validated in simulations with faithful models, integrated with the engineering tool set
  - Clear picture of the potential of the different coordination methods
  - Basis for customized productive solutions further developed in transfer projects

The methodological approach to exploitation by the consortium will be built upon a feedback from industrial partners, the Industrial Advisory Board and external actors. The consortium will also use networks from other SoS projects, e.g. CPSoS.

The approach for exploitation will be structured around three axis of activities:

- Identification of potential gains (financial, environmental, efficiency, etc.)
- Development of suitable business models (for customers and providers)
- Analysis of industrial needs and constraints for transfer projects
# Annex A  DYMASOS External Communication Reporting Form

**DYMASOS EXTERNAL COMMUNICATION FORM**

*FORM to be fill in and sent to DYMASOS Project Coordinator [Sebastian.Engell@bci-tu-dortmund.de](mailto:Sebastian.Engell@bci-tu-dortmund.de)*

*with cc to inno TSD [dymasos@inno-group.com](mailto:dymasos@inno-group.com)*

<table>
<thead>
<tr>
<th>Planned and actual dates of the event</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of the event</td>
<td></td>
</tr>
<tr>
<td>Type of audience (Research, Higher Education, Industry, General Public, Policymakers, etc.)</td>
<td></td>
</tr>
<tr>
<td>Countries addressed / represented</td>
<td></td>
</tr>
<tr>
<td>Partner responsible/involved</td>
<td></td>
</tr>
<tr>
<td>Name of the person</td>
<td></td>
</tr>
<tr>
<td>Title of presentation/paper (if applicable)</td>
<td></td>
</tr>
</tbody>
</table>